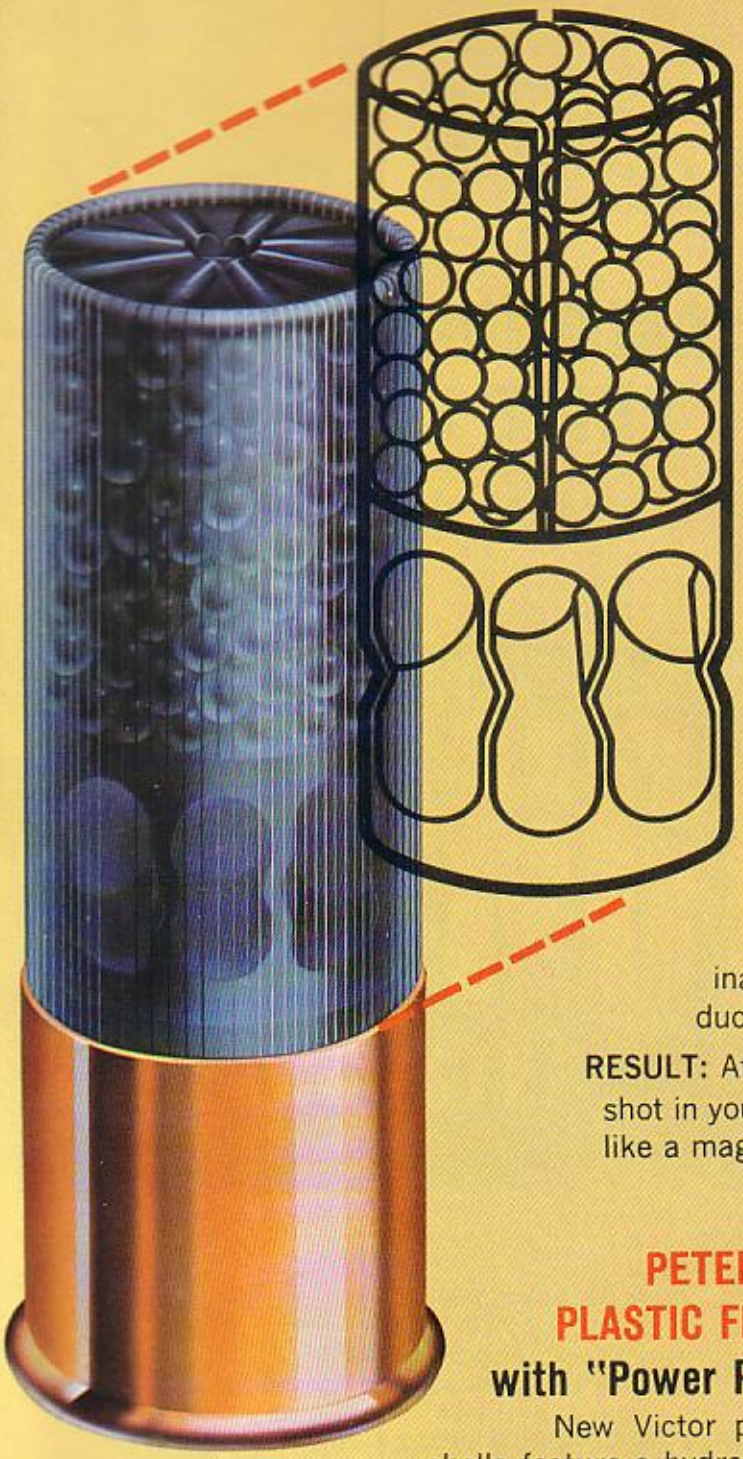
DEALERS' PRICES
Effective January 3, 1966

PETERS
AMMUNITION PRICE LIST

DU PONT

NEW PETERS "POWER PISTON" SHOTGUN SHELLS . . .
PUT MORE PELLETS IN YOUR PATTERN AT ANY RANGE!



PETERS "HIGH VELOCITY" and "VICTOR" PLASTIC SHOTGUN SHELLS with new patented "POWER PISTON" wads, put more pellets in your pattern

Peters "POWER PISTON" High Velocity Shells reach out farther, with denser patterns, than any other load you can buy.

THE REASON . . . the remarkable new PETERS "POWER PISTON" WAD and SHOT CONTAINER in 12, 16, 20 and 28 gauge High Base loads. Its unique construction eliminates shot-against-barrel deformation, sharply reduces shot-against-shot deformation.

RESULT: At game distances there's a whale of a lot more shot in your pattern, a denser pattern at longer ranges — like a magnum.

PETERS "VICTOR" PLASTIC FIELD LOADS with "Power Piston" wad

New Victor plastic shotgun shells feature a hydraulically formed base wad that locks plastic body, metal head and base wad together under 7½ tons of pressure. Plastic shell body reduces wax migration into powder and resultant loss of power while in storage.

New Patented "POWER PISTON" Wad gives you a faster load, more pellets in your pattern.

Available in 41 different powder and shot combinations in 12, 16 and 20 gauges.

FAIR TRADE The dealer prices shown herein on loaded shotgun shells and loaded metallic cartridges have been established as minimum Fair Trade prices in all states having Fair Trade laws in effect. This price list constitutes the notice provided for in Peters Fair Trade Agreements.
11% Federal tax included. Prices subject to change without notice.

PETERS "HIGH VELOCITY" PLASTIC SHELLS

NON-CORROSIVE PRIMING

Index No.	Gauge	Length Shell Inches	Powder Equiv. Drams	Ozs. Shot	Standard Shot Size	Avg. Wgt. Per Case		Dealer Price Per M	Dealer Price Per Box		Retail Price Per M	Retail Price Per Box
EXTRA LONG RANGE SHOTGUN SHELLS WITH "POWER PISTON" WAD												
•†RX 10P	10 Ga.	2⅞	8	....	Yacht Gun Blank	37		$135.60	$3.39		$178.00	$4.45
•†SP 10	10 Ga.	2⅞	4¾	1⅝	4	74						
PS 12	12 Ga.	2¾	3¾	1¼	BB, 2, 4, 5, 6, 7½, 9	58		113.20	2.83		148.00	3.70
PS 16	16 Ga.	2¾	3	1⅛	4, 5, 6, 7½, 9	52		102.40	2.56		134.00	3.35
PS 16X	16 Ga.	2¾	3¼	1⅛	4, 5, 6, 7½	52		103.60	2.59		136.00	3.40
PS 20	20 Ga.	2¾	2¾	1	4, 5, 6, 7½, 9	46		97.60	2.44		128.00	3.20
PS 28	28 Ga.	2¾	2¼	¾	4, 6, 7½, 9 b	37		100.40	2.51		132.00	3.30
•PS 410	410 Ga.	2½	....	½	4, 5. 6, 7½, 9 b	22		74.40	1.86		98.00	2.45
•PS 4103	410 Ga.	3	....	¾	4, 5, 6, 7½, 9 b	31		88.40	2.21		116.00	2.90
a •4190	410 Ga.	2½	....	½	4, 5, 6, 7½	22		74.40	1.86		98.00	2.45
a •4130 (paper shells)	410 Ga.	3	....	¾	4, 5, 6, 7½, 9 b	31		88.40	2.21		116.00	2.90

• Standard wad column.
a Orders subject to stock on hand

b 28 Ga. and 410 Ga. 9 Shot marked "Skeet Load"

MAGNUM LOADS

12 GAUGE WITH "POWER PISTON" WAD

†SP 10 Mag.	10 Ga.	3½	5	2	2, 4 Magnum	89		230.40	5.76		304.00	7.60
PS 12S Mag.	12 Ga.	2¾	4	1½	2, 4, 5, 6 Magnum	66		128.40	3.21		168.00	4.20
PS 12 Mag.	12 Ga.	3	4¼	1⅝	2, 4, 6 Magnum	70		140.40	3.51		184.00	4.60
PS 12H Mag.	12 Ga.	3	4½	1⅞	BB, 2, 4 Magnum	77		152.40	3.81		200.00	5.00
PS 16C Mag.	16 Ga.	2¾	3½	1¼	2, 4, 6 Magnum	56		112.80	2.82		148.00	3.70
PS 20S Mag.	20 Ga.	2¾	3	1⅛	2, 4, 6, 7½ Magnum	50		102.40	2.56		134.00	3.35
PS 20H Mag.	20 Ga.	3	3¼	1¼	2, 4, 6, 7½ Magnum	55		114.40	2.86		150.00	3.75

RIFLED SLUG LOADS

PS 12RS	12 Ga.	2¾	3¾	1	Rifled Slug	51		166.80	4.17		220.00	5.50
PS 16RS	16 Ga.	2¾	3	⅞	Rifled Slug	47		159.20	3.98		210.00	5.25
PS 20RS	20 Ga.	2¾	2¾	⅝	Rifled Slug	37		152.80	3.82		202.00	5.05
PS 410RS	410 Ga.	2½	....	⅕	Rifled Slug	14		143.20	3.58		190.00	4.75

† Remington Brand
All loaded shells packed 25 per box — 500 per case

January 3, 1966

PETERS PACKS THE POWER!

PETERS PLASTIC SHELLS

NON-CORROSIVE PRIMING

Index No.	Gauge	Length Shell Inches	Powder Equiv. Drams	Ozs. Shot	Standard Shot Size	Avg. Wgt. Per Case	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
"HIGH VELOCITY" BUCKSHOT										
PS 12BK	12 Ga.	2¾	3¾	....	00 Buck- 9 Pellets	55	$134.00	$3.35	$176.00	$4.40
PS 12BK	12 Ga.	2¾	3¾	....	0 Buck-12 Pellets	63	134.40	3.36	176.00	4.40
PS 12BK	12 Ga.	2¾	3¾	....	1 Buck-16 Pellets	63				
PS 12BK	12 Ga.	2¾	3¾	....	4 Buck-27 Pellets	60				
PS 16BK	16 Ga.	2¾	3	....	1 Buck-12 Pellets	50	134.00	3.35	176.00	4.40
PS 20BK	20 Ga.	2¾	2¾	....	3 Buck-20 Pellets	47				
"HIGH VELOCITY" MAGNUM BUCKSHOT										
PS 12S Mag. BK	12 Ga.	2¾	4	....	00 Buck-12 Pellets	67	152.40	3.81	200.00	5.00
PS 12H Mag. BK	12 Ga.	3	4½	....	00 Buck-15 Pellets	79	173.20	4.33	228.00	5.70
PS 12H Mag. BK	12 Ga.	3	4½	....	4 Buck-41 Pellets	81				

"VICTOR" PLASTIC SHELLS

WITH "POWER PISTON" WAD

PV12L	12 Ga.	2¾	3	1	4, 5, 6, 8	48	88.80	2.22	116.00	2.90
PV12M	12 Ga.	2¾	3	1⅛	4, 5, 6, 8, 9	52	93.20	2.33	122.00	3.05
PV12H	12 Ga.	2¾	3¼	1⅛	4, 5, 6, 7½, 8, 9	51	94.80	2.37	124.00	3.10
PP12H	12 Ga.	2¾	3¼	1¼	7½, 8	58	99.60	2.49	130.00	3.25
NPP12H	12 Ga.	2¾	3¼	1¼	7½, 8 (nickel)	58	116.40	2.91	152.00	3.80
PV16	16 Ga.	2¾	2½	1	4, 5, 6, 8, 9	47	84.40	2.11	110.00	2.75
PV16H	16 Ga.	2¾	2¾	1⅛	4, 5, 6, 7½, 8, 9	51	88.80	2.22	116.00	2.90
PV20	20 Ga.	2¾	2¼	⅞	4, 5, 6, 8, 9	41	78.00	1.95	102.00	2.55
PV20M	20 Ga.	2¾	2½	1	4, 5, 6, 7½, 8, 9	45	86.00	2.15	112.00	2.80
"VICTOR" PLASTIC SCATTER LOADS										
PVS12	12 Ga.	2¾	3	1⅛	8	51	97.60	2.44	128.00	3.20
PVS16	16 Ga.	2¾	2½	1	8	47	88.80	2.22	116.00	2.90
PVS20	20 Ga.	2¾	2¼	⅞	8	41	84.00	2.10	110.00	2.75

All loaded shells packed 25 per box — 500 per case

PETERS PACKS THE POWER!

January 3, 1966

PETERS TRAP AND SKEET SHELLS

NON-CORROSIVE PRIMING

Index No.	Gauge	Length Shell Inches	Powder Equiv. Drams	Ozs. Shot	Standard Shot Size	Avg. Wgt. Per Case		Dealer Price Per M	Dealer Price Per Box		Retail Price Per M	Retail Price Per Box
"VICTOR" PLASTIC TRAP & SKEET LOADS WITH "POWER PISTON" WAD												
PP12M	12 Ga.	2¾	3	1⅛	7½, 8, 9	54		$93.20	$2.33		$122.00	$3.05
PP12L	12 Ga.	2¾	2¾	1⅛	7½, 8, 9	54						
PP20	20 Ga.	2¾	2¼	⅞	9	41		78.00	1.95		102.00	2.55
"VICTOR" PLASTIC TRAP & SKEET LOADS WITH "H" WAD												
a P12M	12 Ga.	2¾	3	1⅛	7½, 8, 9	54		93.20	2.33		122.00	3.05
a P12L	12 Ga.	2¾	2¾	1⅛	7½, 8, 9	54						
P16	16 Ga.	2¾	2½	1	9	48		84.40	2.11		110.00	2.75
"VICTOR" PLASTIC TRAP LOADS WITH "POST" WAD												
PG12M	12 Ga.	2¾	3	1⅛	7½, 8, 9	54		93.20	2.33		122.00	3.05
PG12L	12 Ga.	2¾	2¾	1⅛	7½, 8, 9	54						
"HIGH VELOCITY" PLASTIC SKEET LOADS												
PS 28	28 Ga.	2¾	2¼	¾	9	37		100.40	2.51		132.00	3.30
PS 410	410 Ga.	2½	....	½	9	22		74.40	1.86		98.00	2.45
PS 4103	410 Ga.	3	....	¾	9	31		88.40	2.21		116.00	2.90
"HIGH VELOCITY" PLASTIC INTERNATIONAL TARGET LOADS WITH "POWER PISTON" WAD												
PS 12L	12 Ga.	2¾	3¼	1¼	7½, 8	58		99.60	2.49		130.00	3.25
NPS 12L	12 Ga.	2¾	3¼	1¼	7½, 8 (nickel)	58		116.40	2.91		152.00	3.80
"VICTOR" PAPER TRAP & SKEET LOADS WITH "POWER PISTON" WAD												
a P7160	12 Ga.	2¾	3	1⅛	8	54		89.20	2.23		116.00	2.90
a P7120	12 Ga.	2¾	2¾	1⅛	7½, 8, 9	54						
"VICTOR" PAPER TRAP & SKEET LOADS WITH "H" WAD												
a 7160	12 Ga.	2¾	3	1⅛	7½, 8, 9	54		89.20	2.23		116.00	2.90
a 7120	12 Ga.	2¾	2¾	1⅛	7½, 9	54						

All loaded shells packed 25 per box — 500 per case

a Orders subject to stock on hand

PETERS PACKS THE POWER!

January 3, 1966

PETERS RIM FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Packed 50 in a box except Gallery Krumble Ball 250 in a box	Bullet Wt. Grs.	Bullet Style	Case Quantity M	Case Avg. Wgt. Lbs.	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
	"HIGH VELOCITY" — LONGER RANGE — GREATER POWER								
2267	22 Short ..... HIGH VELOCITY	29	Lead	10	58	$10.60	$ .53	$14.00	$ .70
2268	22 Short, H.P. ..... HIGH VELOCITY	27	Lead	10	57	12.20	.61	16.00	.80
2269	22 Long ..... HIGH VELOCITY	29	Lead	10	62	11.40	.57	15.00	.75
2283	22 Long Rifle ..... HIGH VELOCITY	40	Lead	10	80	13.00	.65	17.00	.85
2284	22 Long Rifle, H.P. ..... HIGH VELOCITY	36	Lead	10	77	14.40	.72	19.00	.95
2291	22 W.R.F. (Rem. Special) ... HIGH VELOCITY	45	Lead	5	48	31.60	1.58	42.00	2.10
	H.P. — Hollow Point								
	STANDARD VELOCITY								
2204	22 Short Gallery, "Krumble Ball" (250 in box)	29	Lead	10	57	10.38	2.59	13.70	3.42
2205	22 Short Gallery, "Krumble Ball" NEW & IMPROVED (250 in box)	15	Spec. Comp.	10	37				
2214	22 Short	29	Lead	10	58	10.60	.53	14.00	.70
2224	22 Long Rifle	40	Lead	10	79	13.00	.65	17.00	.85
2237	22 Win. Automatic	45	Lead	5	52	31.60	1.58	42.00	2.10
	MATCH CARTRIDGES — EXTREMELY ACCURATE LONG RIFLE CARTRIDGES FOR TARGET SHOOTING								
2226	22 Long Rifle, Peters Match—for Rifles	40	Lead	10	78	19.60	.98	26.00	1.30
2228	22 Long Rifle, Peters Match—for Pistols	40	Lead	10	78				
	BLANK CARTRIDGES	Primer No.							
2249	22 Short, Rim Fire	....		10	17	12.00	.60	16.00	.80
3297	32 S. & W., Center Fire	5½		5	37	51.20	2.56	68.00	3.40
3894	38 S. & W., Center Fire	1½		2	25	52.80	2.64	70.00	3.50
3895	38 Special, Center Fire	1½		2	28	73.00	3.65	97.00	4.85
†9005	5 in 1 Blank, Center Fire	2½		1	24	124.60	6.23	165.00	8.25
	(For use in 38/40 and 44/40 Rifles and 38/40, 44/40 and 45 Colt Revolvers.)								
	† Remington Brand								
	SHOT CARTRIDGES								
2299	22 Long Rifle, HIGH VELOCITY, Rim Fire	....		10	65	24.20	1.21	32.00	1.60

PETERS PACKS THE POWER!

January 3, 1966

PETERS CENTER FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Caliber	BULLET Wt. Grs.	BULLET Style	Primer No.	CASE Quantity M	CASE Avg. Wgt. Lbs.	No. in Box		Dealer Price Per M	Dealer Price Per Box		Retail Price Per M	Retail Price Per Box
	218 Bee												
†0218	Hi-Speed	46	H.P.	6½	½	11	50		$109.00	$5.45		$145.00	$7.25
	22 Remington "Jet" Magnum												
2210	HIGH VELOCITY	40	S.P.	6½	2	42	50		103.40	5.17		137.00	6.85
	22 Hornet												
2274	HIGH VELOCITY Hollow Point	45	M.C.H.P.	6½	2	33	50	}	106.00	5.30		141.00	7.05
2276	HIGH VELOCITY	45	S.P.	6½	2	33	50	}					
	220 Swift												
†0822	Hi-Speed	48	S.P.	9½	1	43	20		152.50	3.05		202.50	4.05
	221 Remington "Fire Ball"												
2215	HIGH VELOCITY	50	Ptd. S.P.	7½	1	26	20		118.50	2.37		157.50	3.15
	222 Remington												
2244	HIGH VELOCITY	50	Ptd. S.P.	7½	1	28	20		124.50	2.49		165.00	3.30
2254	HIGH VELOCITY, POWER-LOKT	50	H.P.	7½	1	29	20		137.50	2.75		182.50	3.65
†0922	Hi-Speed	50	M.C.	7½	1	28	20		124.50	2.49		165.00	3.30
	222 Remington Magnum												
2246	HIGH VELOCITY	55	Ptd. S.P.	7½	1	30	20		136.00	2.72		180.00	3.60
2247	HIGH VELOCITY, POWER-LOKT	55	H.P.	7½	½	15	20		148.50	2.97		197.50	3.95
	22-250 Remington												
2500	HIGH VELOCITY	55	Ptd. S.P.	9½	1	43	20		136.00	2.72		180.00	3.60
2501	HIGH VELOCITY, POWER-LOKT	55	H.P.	9½	1	43	20		148.50	2.97		197.50	3.95
	223 Remington (5.56 mm.)												
2230	HIGH VELOCITY	55	Ptd. S.P.	7½	½	15	20		136.00	2.72		180.00	3.60
2231	HIGH VELOCITY, POWER-LOKT	55	H.P.	7½	½	15	20		148.50	2.97		197.50	3.95
	6 mm. Remington												
6610	HIGH VELOCITY, INNER BELTED	100	Ptd. S.P.	9½	½	27	20	}	170.00	3.40		225.00	4.50
6611	HIGH VELOCITY	80	Ptd. S.P.	9½	1	53	20	}					
6613	HIGH VELOCITY, POWER-LOKT	80	H.P.	9½	½	27	20		186.50	3.73		247.50	4.95
	243 Win.												
2431	HIGH VELOCITY	80	Ptd. S.P.	9½	1	49	20	}	170.00	3.40		225.00	4.50
2432	HIGH VELOCITY, INNER BELTED	100	Ptd. S.P.	9½	1	51	20	}					
2433	HIGH VELOCITY, POWER-LOKT	80	H.P.	9½	1	50	20		186.50	3.73		247.50	4.95
	244 Remington												
a2441	HIGH VELOCITY	75	Ptd. S.P.	9½	1	51	20	}	170.00	3.40		225.00	4.50
2442	HIGH VELOCITY	90	Ptd. S.P.	9½	1	53	20	}					

a Orders subject to stock on hand.
H.P.—Hollow Point.
M.C.—Metal Case.
M.C.H.P.—Metal Case Hollow Point.
† Remington Brand.

S.P.—Soft Point.
Ptd. S.P.—Pointed Soft Point.

January 3, 1966

PETERS PACKS THE POWER!

PETERS CENTER FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Caliber	BULLET Wt. Grs.	BULLET Style	Primer No.	CASE Quantity M	CASE Avg. Wgt. Lbs.	No. in Box	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
	25-20 Win.										
2552	Lead	86	Lead	6½	2	52	50	$ 84.40	$4.22	$112.00	$5.60
2553	Soft Point	86	S.P.	6½	2	52	50	93.40	4.67	124.00	6.20
2555	HIGH VELOCITY, Hollow Point	60	M.C.H.P.	6½	2	46	50	98.60	4.93	131.00	6.55
	25 (6.35 mm.) Automatic Pistol										
2562	Metal Case*	50	M.C.	1½	2	26	50	66.20	3.31	88.00	4.40
	25-35 Win.										
2582	HIGH VELOCITY, INNER BELTED	117	I.B.S.P.	9½	1	46	20	147.00	2.94	195.00	3.90
	250 Sav.										
2568	HIGH VELOCITY, INNER BELTED	100	I.B.S.P.	9½	1	49	20				
2570	HIGH VELOCITY	100	Ptd. S.P.	9½	1	49	20	158.50	3.17	210.00	4.20
a 2572	HIGH VELOCITY	87	S.P.	9½	1	47	20				
	6.5 mm. Remington Magnum										
6502	HIGH VELOCITY, INNER BELTED	120	Ptd. S.P.	9½M	½	32	20	232.00	4.64	307.50	6.15
	257 Roberts										
a †5425	Hi-Speed	100	Ptd. S.P.	9½	1	54	20	175.50	3.51	232.50	4.65
2584	HIGH VELOCITY, INNER BELTED	117	I.B.S.P.	9½	1	56	20				
	264 Win. Magnum										
2641	HIGH VELOCITY, INNER BELTED	100	Ptd. S.P.	9½M	1	68	20	232.00	4.64	307.50	6.15
2642	HIGH VELOCITY, INNER BELTED	140	Ptd. S.P.	9½M	1	73	20				
	270 Win.										
2701	HIGH VELOCITY	100	Ptd. S.P.	9½	1	60	20				
2702	HIGH VELOCITY, INNER BELTED	150	I.B.S.P.	9½	1	67	20	188.50	3.77	250.00	5.00
2704	HIGH VELOCITY	130	P.P. Exp.	9½	1	65	20				
2705	HIGH VELOCITY, INNER BELTED	130	Ptd. S.P.	9½	1	64	20				
	280 Remington										
2810	HIGH VELOCITY, INNER BELTED	125	Ptd. S.P.	9½	1	64	20				
2811	HIGH VELOCITY, INNER BELTED	150	Ptd. S.P.	9½	½	33	20	188.50	3.77	250.00	5.00
2812	HIGH VELOCITY, INNER BELTED	165	I.B.S.P.	9½	1	70	20				
	7 mm. Remington Magnum										
7712	HIGH VELOCITY, INNER BELTED	150	Ptd. S.P.	9½M	1	73	20	232.00	4.64	307.50	6.15
7713	HIGH VELOCITY, INNER BELTED	175	Ptd. S.P.	9½M	1	77	20				
	7 mm. Mauser										
2801	Soft Point	175	S.P.	9½	1	67	20	188.50	3.77	250.00	5.00

a Orders subject to stock on hand
I.B.S.P.—Inner Belted Soft Point.
P.P. Exp.—Protected Point Expanding.

† Remington Brand.
M.C.—Metal Case.
M.C.H.P.—Metal Case Hollow Point.

*"Oil-Tite."
S.P.—Soft Point.
Ptd. S.P.—Pointed Soft Point.

PETERS PACKS THE POWER!

January 3, 1966

PETERS CENTER FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Caliber	Bullet Wt. Grs.	Bullet Style	Primer No.	Case Quantity M	Case Avg. Wgt. Lbs.	No. in Box	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
	30 Carbine										
3010	HIGH VELOCITY	110	S.P.	6½	½	19	50	$119.00	$5.95	$158.00	$7.90
	30 (7.63 mm.) Mauser Auto. Pistol										
†0230	Metal Case*	85	M.C.	1½	2	48	50	91.20	4.56	121.00	6.05
	30 Luger (7.65 mm.) Auto. Pistol										
3052	Metal Case*	93	M.C.	1½	2	45	50	91.20	4.56	121.00	6.05
	30-30 Win.										
3043	HIGH VELOCITY, INNER BELTED	170	I.B.H.P.	9½	1	55	20				
3044	HIGH VELOCITY, INNER BELTED	150	I.B.S.P.	9½	1	50	20	149.00	2.98	197.50	3.95
3058	HIGH VELOCITY, INNER BELTED	170	I.B.S.P.	9½	1	55	20				
3064	HIGH VELOCITY	160	M.C.	9½	1	52	20				
	30 Remington										
3054	HIGH VELOCITY, INNER BELTED	170	I.B.S.P.	9½	1	55	20	149.00	2.98	197.50	3.95
	30-40 Krag										
3046	HIGH VELOCITY, INNER BELTED	180	I.B.S.P.	9½	1	65	20				
a 3047	HIGH VELOCITY, INNER BELTED	220	I.B.S.P.	9½	1	71	20	188.50	3.77	250.00	5.00
3051	HIGH VELOCITY, INNER BELTED	180	Ptd. S.P.	9½	1	65	20				
	30-06 Springfield										
†6630	Hi-Speed	110	Ptd. S.P.	9½	1	62	20				
3025	HIGH VELOCITY	125	Ptd. S.P.	9½	1	61	20				
3033	HIGH VELOCITY, INNER BELTED	150	Ptd. S.P.	9½	1	67	20				
3038	HIGH VELOCITY, INNER BELTED	220	I.B.S.P.	9½	1	73	20				
3039	HIGH VELOCITY, INNER BELTED	180	Ptd. S.P.	9½	1	70	20	188.50	3.77	250.00	5.00
3056	HIGH VELOCITY, INNER BELTED	180	I.B.S.P.	9½	1	71	20				
3077	HIGH VELOCITY	150	P.P. Exp.	9½	1	66	20				
3080	HIGH VELOCITY	180	P.P. Exp.	9½	1	71	20				
3079	Match, Taper Heel	180	M.C.	9½	1	71	20	239.50	4.79	317.50	6.35
	300 Sav.										
3019	HIGH VELOCITY, INNER BELTED	150	I.B.S.P.	9½	1	57	20				
3021	HIGH VELOCITY, INNER BELTED	180	I.B.S.P.	9½	1	60	20				
3023	HIGH VELOCITY, INNER BELTED	180	Ptd. S.P.	9½	1	60	20	183.00	3.66	242.50	4.85
3024	HIGH VELOCITY, INNER BELTED	150	Ptd. S.P.	9½	1	56	20				
a 3084	HIGH VELOCITY	150	P.P. Exp.	9½	1	56	20				

a Orders subject to stock on hand
P.P. Exp.—Protected Point Expanding.
† Remington Brand.

I.B.S.P.—Inner Belted Soft Point.
I.B.H.P.—Inner Belted Hollow Point.
M.C.—Metal Case.

* "Oil-Tite."
Ptd. S.P.—Pointed Soft Point.
S.P.—Soft Point.

January 3, 1966

PETERS PACKS THE POWER!

PETERS CENTER FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Caliber	BULLET Wt. Grs.	BULLET Style	Primer No.	CASE Quantity M	CASE Avg. Wgt. Lbs.	No. in Box	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
	300 H. & H. Magnum										
3028	HIGH VELOCITY, INNER BELTED	180	Ptd. S.P.	9½M	1	80	20	$238.00	$4.76	$315.00	$6.30
a 3029	HIGH VELOCITY, INNER BELTED	220	I.B.S.P.	9½M	1	86	20				
a †7730	Match, Taper Heel	180	M.C.	9½M	1	77	20	294.00	5.88	390.00	7.80
	300 Win. Magnum										
3002	HIGH VELOCITY, INNER BELTED	150	Ptd. S.P.	9½M	1	76	20	238.00	4.76	315.00	6.30
3003	HIGH VELOCITY, INNER BELTED	180	Ptd. S.P.	9½M	1	80	20				
	303 Sav.										
3035	HIGH VELOCITY, INNER BELTED	180	I.B.S.P.	9½	1	55	20	160.50	3.21	212.50	4.25
	303 British										
3085	Soft Point	215	S.P.	9½	1	68	20	188.50	3.77	250.00	5.00
3095	HIGH VELOCITY, INNER BELTED	180	I.B.S.P.	9½	1	63	20				
	308 Win.										
3086	HIGH VELOCITY	110	Ptd. S.P.	9½	1	54	20	188.50	3.77	250.00	5.00
3087	HIGH VELOCITY, INNER BELTED	150	Ptd. S.P.	9½	1	59	20				
3088	HIGH VELOCITY, INNER BELTED	180	Ptd. S.P.	9½	1	64	20				
3089	HIGH VELOCITY, INNER BELTED	180	I.B.S.P.	9½	1	64	20				
	8 mm. Mauser										
3102	HIGH VELOCITY, INNER BELTED	170	I.B.S.P.	9½	½	32	20	188.50	3.77	250.00	5.00
	32 S. & W.										
3262	Lead*	88	Lead	5½	5	99	50	58.00	2.90	77.00	3.85
	32 S. & W. Long										
3265	Lead*	98	Lead	1½	4	92	50	61.20	3.06	81.00	4.05
	32 Short Colt										
3252	Lead*	80	Lead	1½	5	93	50	58.00	2.90	77.00	3.85
	32 Long Colt										
3254	Lead*	82	Lead	1½	4	79	50	61.20	3.06	81.00	4.05
	32 Colt New Police										
3256	Lead*	100	Lead	1½	½	12	50	61.20	3.06	81.00	4.05
	32 Automatic (7.65 mm.)										
3260	Metal Case*	71	M.C.	1½	2	36	50	75.80	3.79	101.00	5.05

a Orders subject to stock on hand
I.B.S.P.—Inner Belted Soft Point.
† Remington Brand.

M.C.—Metal Case.
* "Oil-Tite."

S.P.—Soft Point.
Ptd. S.P.—Pointed Soft Point.

January 3, 1966

PETERS PACKS THE POWER!

PETERS CENTER FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Caliber	BULLET Wt. Grs.	BULLET Style	Primer No.	CASE Quantity M	CASE Avg. Wgt. Lbs.	No. in Box	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
	32-20 Win.										
3269	Lead*	100	Lead	6½	2	55	50	$ 84.60	$4.23	$112.00	$5.60
3270	Soft Point*	100	S.P.	6½	2	55	50	104.80	5.24	139.00	6.95
a 3272	HIGH VELOCITY, Hollow Point	80	M.C.H.P.	6½	2	52	50	113.00	5.65	150.00	7.50
	32 Win. Special										
3278	HIGH VELOCITY, INNER BELTED	170	I.B.H.P.	9½	1	56	20	153.00	3.06	202.50	4.05
3279	HIGH VELOCITY, INNER BELTED	170	I.B.S.P.	9½	1	55	20				
	32 Remington										
3292	HIGH VELOCITY, INNER BELTED	170	I.B.S.P.	9½	1	55	20	153.00	3.06	202.50	4.05
	32-40 Win.										
a 3288	Soft Point	165	S.P.	9½	1	53	20	147.50	2.95	195.00	3.90
	348 Win.										
3484	HIGH VELOCITY, INNER BELTED	200	I.B.S.P.	9½	1	76	20	224.50	4.49	297.50	5.95
	35 Remington										
3589	HIGH VELOCITY, INNER BELTED	200	I.B.S.P.	9½	1	62	20	170.00	3.40	225.00	4.50
3592	HIGH VELOCITY, INNER BELTED	150	Ptd. S.P.	9½	1	55	20				
	350 Remington Magnum										
3500	HIGH VELOCITY, INNER BELTED	200	Ptd. S.P.	9½M	1	77	20	232.00	4.64	307.50	6.15
3501	HIGH VELOCITY, INNER BELTED	250	Ptd. S.P.	9½M	1	83	20				
	351 Win. Self-loading										
3585	Soft Point	180	S.P.	6½	2	87	50	127.60	6.38	169.00	8.45
	357 Magnum										
3575	HIGH VELOCITY*	158	Lead	5½	2	77	50	86.20	4.31	114.00	5.70
3578	HIGH VELOCITY	158	S.P.	5½	2	77	50	102.00	5.10	135.00	6.75
†8835	Hi-Speed	158	M.P.	5½	2	77	50	98.20	4.91	130.00	6.50
	375 H. & H. Magnum										
3751	HIGH VELOCITY	270	S.P.	9½M	1	95	20	272.00	5.44	360.00	7.20
3752	HIGH VELOCITY	300	M.C.	9½M	1	99	20				
	9 mm. Luger Automatic Pistol										
3651	Metal Case*	124	M.C.	1½	2	55	50	95.00	4.75	126.00	6.30

a Orders subject to stock on hand
I.B.S.P.—Inner Belted Soft Point.
† Remington Brand.

I.B.H.P.—Inner Belted Hollow Point.
M.C.—Metal Case.
M.C.H.P.—Metal Case Hollow Point.
M.P.—Metal Point.
* "Oil-Tite."

S.P.—Soft Point.
Ptd. S.P.—Pointed Soft Point.

PETERS PACKS THE POWER!

January 3, 1966

PETERS CENTER FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Caliber	BULLET Wt. Grs.	BULLET Style	Primer No.	CASE Quantity M	CASE Avg. Wgt. Lbs.	No. in Box	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
	380 Automatic Pistol										
3853	Metal Case*	95	M.C.	1½	2	46	50	$ 77.60	$3.88	$103.00	$5.15
	38 Automatic (A)										
3851	Metal Case*	130	M.C.	1½	2	61	50	80.80	4.04	107.00	5.35
	38 Super Automatic (B)										
3849	Metal Case*	130	M.C.	1½	2	61	50	80.80	4.04	107.00	5.35
	38 S. & W.										
3822	Lead*	146	Lead	1½	2	64	50	72.00	3.60	95.00	4.75
	38 Special										
3826	Metal Point*	158	M.P.	1½	2	71	50	90.80	4.54	120.00	6.00
3841	Lead*	200	Lead	1½	2	83	50	76.40	3.82	101.00	5.05
3842	HIGH VELOCITY (38-44)	158	Lead	1½	2	72	50	81.00	4.05	107.00	5.35
3844	Lead*	158	Lead	1½	2	70	50	73.40	3.67	97.00	4.85
3847	Police Match "Wad Cutter"	148	Lead	1½	2	67	50	76.40	3.82	101.00	5.05
†6238	Targetmaster Round Nose Bullet Oil-Proof	158	Lead	1½	2	70	50	74.80	3.74	99.00	4.95
	38 Colt New Police										
3831	Lead*	150	Lead	1½	2	65	50	71.80	3.59	95.00	4.75
	38 Short Colt										
3833	Lead*	125	Lead	1½	2	58	50	64.20	3.21	85.00	4.25
	38 Long Colt										
3835	Lead*	150	Lead	1½	2	67	50	72.00	3.60	95.00	4.75
	38-40 Win.										
3856	Soft Point*	180	S.P.	2½	2	88	50	124.60	6.23	165.00	8.25
	38-55 Win.										
a 3872	Soft Point	255	S.P.	9½	1	65	20	166.00	3.32	220.00	4.40
	41 Magnum										
4110	Soft Point*	210	S.P.	2½	1	53	50	127.00	6.35	168.00	8.40
4111	Lead	210	Lead	2½	1	51	50	111.20	5.56	147.00	7.35
	41 Long Colt										
4154	Lead*	195	Lead	1½	2	83	50	83.20	4.16	110.00	5.50

a Orders subject to stock on hand

(A)—Adapted for Colt Military and Pocket Model Automatic Arms.
M.P.—Metal Point.
† Remington Brand.

(B)—Adapted for Colt Super and Colt Commander Automatic Arms.
M.C.—Metal Case.
* "Oil-Tite."
S.P.—Soft Point.

PETERS PACKS THE POWER!

January 3, 1966

PETERS CENTER FIRE CARTRIDGES

NON-CORROSIVE PRIMING

Index No.	Caliber	BULLET Wt. Grs.	BULLET Style	Primer No.	CASE Quantity M	CASE Avg. Wgt. Lbs.	No. in Box	Dealer Price Per M	Dealer Price Per Box	Retail Price Per M	Retail Price Per Box
	44 Remington Magnum										
4410	Lead Gas Check*	240	Lead	2½	1	57	50	$128.60	$6.43	$170.00	$8.50
4411	Soft Point*	240	S.P.	2½	½	29	50	132.50	6.62	175.00	8.75
4412	Soft Point*	240	S.P.	2½	1	58	20	132.50	2.65	175.00	3.50
	44 S. & W. Special										
4405	Lead*	246	Lead	2½	1	53	50	97.60	4.88	129.00	6.45
	444 Marlin										
4440	Soft Point	240	S.P.	9½	1	78	20	183.00	3.66	242.50	4.85
	44-40 Win.										
4409	Soft Point*	200	S.P.	2½	2	95	50	130.60	6.53	173.00	8.65
	45 Colt										
4502	Lead*	250	Lead	2½	1	56	50	97.60	4.88	129.00	6.45
	45 Automatic										
4504	Metal Case*	230	M.C.	2½	1	49	50	104.40	5.22	138.00	6.90
4507	Police Match, "Wad Cutter"*	185	M.C.	2½	1	43	50	108.00	5.40	143.00	7.15
†6845	Targetmaster, Oil-Proof	230	M.C.	2½	1	49	50	109.60	5.48	145.00	7.25
	45 Automatic Rim										
4506	Lead*	230	Lead	2½	1	49	50	104.40	5.22	138.00	6.90
	45-70 Government										
4553	Soft Point	405	S.P.	9½	1	99	20	198.50	3.97	262.50	5.25
	458 Win. Magnum										
4581	HIGH VELOCITY	510	S.P.	9½M	½	60	20	330.50	6.61	437.50	8.75
4582	HIGH VELOCITY	500	M.C.	9½M	½	60	20	505.00	10.10	670.00	13.40

† Remington Brand.

M.C.—Metal Case.
* "Oil-Tite."

S.P.—Soft Point.

PETERS PACKS THE POWER!

January 3, 1966

Peters cartridge interchangeability

rim fire

22 W.R.F.
22 Remington Special
22 Win. M/1890

---

25 Stevens Short in
25 Stevens but not conversely

---

32 Short in
32 Long but not conversely

NOTE: ▼High Velocity Cartridges must not be used in Revolvers, they should be used only in rifles made especially for them. Exceptions: items marked (=) are designed especially for the 38-44 S. & W. Revolver and the 38 Colt Shooting Master. Pressure of these two cartridges is safe for lighter guns, but the recoil is likely to be more unpleasant and the frame may be shaken loose in time.

NOTE A: Not for use in revolvers chambered for 32 S. & W. Long, or 32 S. & W.

NOTE B: All 38 Special cartridges can be used in 357 Magnum revolvers but not conversely.

NOTE C: 44 S. & W. cartridges can be used in 44 Remington Magnum revolvers but not conversely.

center fire

25-20 Win., Marlin, Remington
25-20 Win. and Marlin
25-20 W.C.F.
25-20 Win.
25-20 Win. HIGH VELOCITY
25-20 Marlin

---

25 Colt Automatic
25 Automatic Pistol
25 (6.35 mm.) Automatic Pistol
6.35 mm. Browning Automatic

30-30 Win., Marlin, Sav.
30-30 Win.
30-30 Marlin
30-30 Win. HIGH VELOCITY
30 W.C.F.

SEE NOTE A
32 Short Colt in
32 Long Colt but not conversely

---

32 Colt Automatic
32 Automatic Pistol
32 (7.65 mm.) Automatic Pistol
7.65 mm. Automatic Pistol

---

32 S. & W. in
32 S. & W. Long but not conversely

---

32 S. & W. Long
32 Colt New Police
32 Colt Police Positive

---

32 Win., Marlin, Remington▼
32 Win. and Marlin▼
32 W.C.F.▼
32 Win.▼
32-20 Win.▼
32-20 Win. HIGH VELOCITY▼
32-20 Marlin▼
32-20 Colt L.M.R.▼
32-20 W.C.F.▼
32-20 Win. and Marlin▼

38 Short Colt in
38 Long Colt but not conversely
Both can be used in 38 Special

---

38 S. & W.
38 Colt New Police

SEE NOTE B
38 Colt Special
38 S. & W. Special
38 Special Police Match
38 S. & W. Special Mid-Range
38 Special HIGH VELOCITY (=)
38-44 Special (=)
38 Special
38 Special Flat Point

---

38 Win., Marlin, Remington
38 Win.
38 Remington
38-40 Win.
38 W.C.F.

---

380 Automatic
9 mm. Short (Corto, Kurz)
9 mm. Browning Short

---

44 Win., Marlin, Remington
44 Win.
44 Remington
44-40 Win.
44 W.C.F.

45-70 Government
45-70 Marlin
45-70-405

---

9 mm. Luger Automatic Pistol
9 mm. Parabellum

SEE NOTE C
44 S. & W. Special
44 Remington Magnum

SUGGESTED SHOT SIZES FOR GAME

GAME	SHELL	SHOT SIZE	SUGGESTED CHOKES
DUCKS	Peters "High Velocity"	4, 5, 6	FULL — For Pass Shooting MODIFIED — Over Decoys
GEESE	Peters "High Velocity"	BB, 2, 4	FULL
PHEASANTS	Peters "High Velocity"	5, 6	MODIFIED FULL — For Long Cornfield Shots
GROUSE, PARTRIDGE	Peters "High Velocity" or Peters "Victor"	5, 6 7½, 8	IMPROVED CYLINDER OR MODIFIED — For Brush Work FULL — For Open Ranges
QUAIL	Peters "Victor"	7½, 8, 9	IMPROVED CYLINDER MODIFIED
DOVES, PIGEONS	Peters "High Velocity" or Peters "Victor"	6, 7½, 8	MODIFIED
WOODCOCK	Peters "Victor"	7½, 8, 9	IMPROVED CYLINDER MODIFIED
RABBITS	Peters "High Velocity" or Peters "Victor"	4, 5, 6	IMPROVED CYLINDER OR MODIFIED — For Brush FULL — For Long Open Shots
SQUIRRELS	Peters "High Velocity"	5, 6	MODIFIED
RAIL	Peters "Victor"	7½, 8, 9	IMPROVED CYLINDER
TURKEY	Peters "High Velocity"	BB, 2, 4	FULL
FOX	Peters "High Velocity"	BB, 2	FULL
DEER, BLACK BEAR, WOLF	Peters "High Velocity"	Rifled Slug and Buck Shot	For rifled slugs . . . any choke For buckshot loads . . . full choke

SHOT

NUMBER	DIAM. IN INCHES	APPROX. PELLETS IN 1 OZ.
12	.05	2385
9	.08	585
8	.09	410
7½	.09½	350
6	.11	225
5	.12	170
4	.13	135
2	.15	90
BB	.18	50

BUCK SHOT

NUMBER	DIAM. IN INCHES	APPROX. PELLETS IN 1 LB.
4	.24	340
3	.25	300
1	.30	175
0	.32	145
00	.33	130

PETERS PACKS THE POWER!

PETERS CENTER FIRE RIFLE CARTRIDGES

SPECIFICATIONS

(A) **PRIMER** sealed against gun oil by Peters "Oil-Tite" process.

(B) **NON-CORROSIVE PRIMING** provides fast, snappy ignition. Does not cause rust and corrosion.

(C) **PROGRESSIVE BURNING POWDER** provides proper velocity and extreme accuracy at safe pressure limits.

(D) **BRASS CASE** made of highest quality metal and produced to rigid specifications.

(E) **"INNER BELTED" BULLET** construction features nose cuts for the uniform expansion that provides the tremendous shocking and stopping power that is a Peters "trademark." An exclusive thickened, heavy midsection locks bullet jacket and core together in one piece, controls expansion for greatest knock-down power.

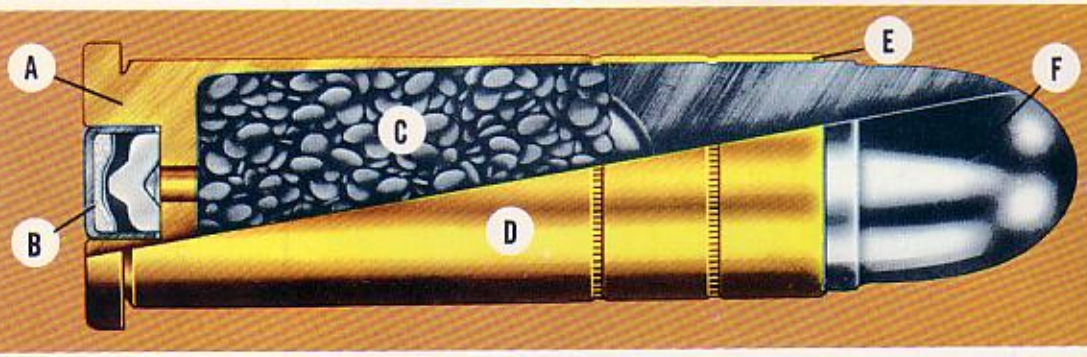
RIFLE BULLET TYPES

"INNER BELTED" SOFT POINT
a brush bucker with rapid expansion at medium and short range, the soft point bullet retains its momentum and striking energy, expands uniformly. Can be identified by the nose of the lead core which is exposed through the gilding metal jacket.

"INNER BELTED" POINTED SOFT POINT
can be identified by its sharp profile with directional nose cuts. Recommended for longer range shooting where flatter trajectories, maximum sustaining velocities, and maximum striking energy are most important.

"INNER BELTED" HOLLOW POINT
generally lighter in weight than other bullet types, it develops high speed, combines this with rapid expansion. Most popular for the smaller varieties of game.

PROTECTED POINT EXPANDING
an exclusively designed bullet featuring a sharp, locked-in metal point. An ideal all-around bullet, with high remaining velocity and flat trajectory.



PETERS CENTER FIRE PISTOL & REVOLVER CARTRIDGES

SPECIFICATIONS

(A) **SOLID HEAD CONSTRUCTION** gives added strength to the cartridge case.

(B) **NON-CORROSIVE PRIMING** provides fast, snappy ignition. Does not cause rust and corrosion.

(C) **SMOKELESS POWDER** selected for maximum effective performance in handguns and carefully checked to insure uniform loading.

(D) **BRASS CASE** made of highest quality metal and produced to rigid specifications.

(E) **UNIFORM CRIMPING** contributes to fine accuracy and ideal combustion of powder. Oil-proofed at primer against damaging effects of excess gun oil.

(F) **BULLET** specially designed with perfect weight and dimension specifications, carefully lubricated to increase accuracy and prevent barrel fouling.

PISTOL & REVOLVER BULLET TYPES

LEAD
General purpose revolver bullet, for all kinds of shooting.

LEAD GAS-CHECK
Special gas-check heel cap seals gas behind bullet.

WAD CUTTER
Lead bullet designed for fine target shooting.

METAL CASE
A gilding metal jacketed bullet, used in automatic pistols.

METAL POINT
Gives better penetration than the regular lead bullet because of its non-fouling gilding metal jacket over the nose.

METAL PENETRATING
A special metal alloy bullet, especially recommended for police or highway patrol duty.

Remington, Core-Lokt, Kleanbore, Power Piston, & Jet are trademarks Registered. U.S. Pat. Off. • Fire Ball, Rib-Lokt, Express, Power-Lokt are trademarks of Remington Arms Company, Inc., Bridgeport, Connecticut. Peters, Victor, Target, Krumble Ball, Inner Belted are Reg. U.S. Pat. Off. • High Velocity, Rustless, Highway Patrol, Police Match, Oil-Tite are trademarks of Peters Cartridge Division, Remington Arms Company, Inc.

Six popular cartridges are available with Peters "Power-Lokt" hollow point varmint hunting bullets

222 REMINGTON • 50 GR. "POWER-LOKT" H. P.

223 REMINGTON • 55 GR. "POWER-LOKT" H. P.

222 REMINGTON MAGNUM • 55 GR. "POWER-LOKT" H. P.

22-250 REMINGTON • 55 GR. "POWER-LOKT" H. P.

243 WIN. • 80 GR. "POWER-LOKT" H. P.

6 MM REMINGTON • 80 GR. "POWER-LOKT" H. P.

SUPER ACCURACY WITH "POWER-LOKT" BULLETS

Peters' revolutionary new process of manufacturing center fire bullets delivers super accuracy . . . to a degree never before attainable in a factory produced cartridge. Accuracy that will cut group sizes in half . . . and better.

PETERS DU PONT

PETERS CARTRIDGE DIVISION,
REMINGTON ARMS COMPANY, INC., BRIDGEPORT, CONNECTICUT

BRANCH WAREHOUSE: Remington Arms Company, Inc.,
3401 Chouteau Ave., St. Louis, Missouri 63013

PETERS "golden" 22s

Special "Golden" Bullet Protective Plating
Gives a clean, hard, smooth finish. Will not collect lint, grit, sand or dirt that harms action, slows feeding, wears rifling.

"HIGH VELOCITY"

Even at extreme ranges, Peters "High Velocity" 22s have speed to reach, and power to drop, small game. Out 50 yards, they're going faster, and pack more wallop, than standard cartridges develop at the muzzle. Peters "High Velocity" 22s pack maximum power. They're bad news for small game and pests. Look for them in this brand new package.

BULL'S-EYE ACCURACY

At longer ranges is yours with Peters 22s. Easier to stalk and get pests and small game. This high speed laboratory photo shows what we mean!

PENETRATING POWER

See how a Peters "High Velocity" 22 solid-point bullet rips through seven 7/8-inch pine boards. What penetrating power!

TREMENDOUS SHOCK POWER

Laundry soap is blasted by Peters "High Velocity" hollow point bullet. Terrific wallop for hunting pests.

STANDARD VELOCITY

For shorter-range hunting, and for informal target shooting or plinking where fine accuracy is necessary, Standard Velocity 22s are an excellent choice. Available in short and long rifle sizes. In *all* Peters ammunition you get the original and exclusive world-famed "Kleanbore" priming to keep your gun barrel bright and clean. For instant ignition and corrosion prevention shoot Peters "Kleanbore" 22s . . . the best friend your rifle ever had.

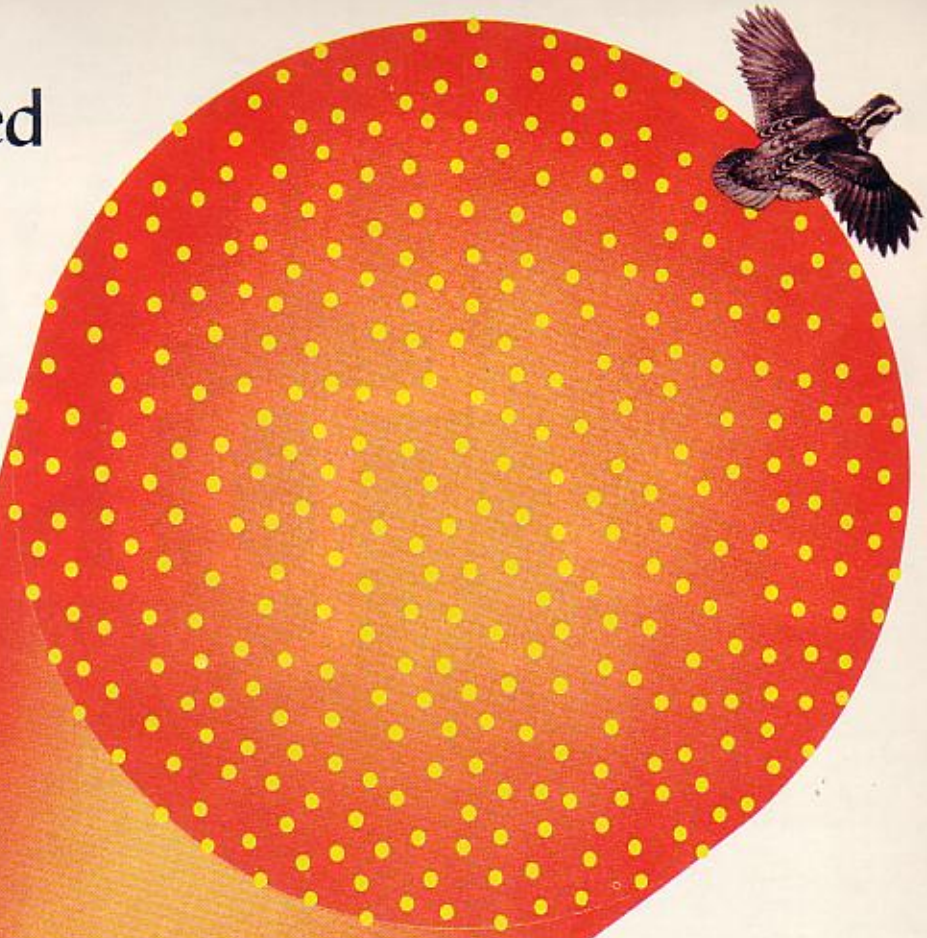
Form No. SP76 • Printed in U.S.A.

"power piston" SHOTGUN shells put more pellets in your pattern

...and that's only part of the story →

No lazy, lop-sided pellets in a "Power Piston" Pattern!

Each pellet starts round . . . stays round on its way to the target . . . and delivers full impact in both, high and low base shells!



By eliminating deformed, out-of-round or flat shot as a result of rubbing against the inside of your barrel, or from being flattened at the instant of firing, Peters patented "Power Piston" shot protector — wad column gives you larger effective patterns.

Distribution of shot is better, too . . . and you get **full pellet energy** . . . even at the pattern fringe.

No more need to explain "the one that got away" . . . not with Peters "Power Piston" shotgun shells. Now in a full line of high base "High Velocity" loads in 12, 16, 20 and 28 gauges **and** new low base "Victor" loads in 12, 16 and 20 gauges.

- "POWER PISTON" protects shot against flattening from contact with inside of barrel.
- "POWER PISTON" gives you a perfect gas seal — no leakage to disrupt your patterns.
- "POWER PISTON" has collapsing ribs to reduce recoil effect, prevent shot-against-shot flattening.
- "POWER PISTON" is patented! (U.S. Pat. No. 3,217,648)

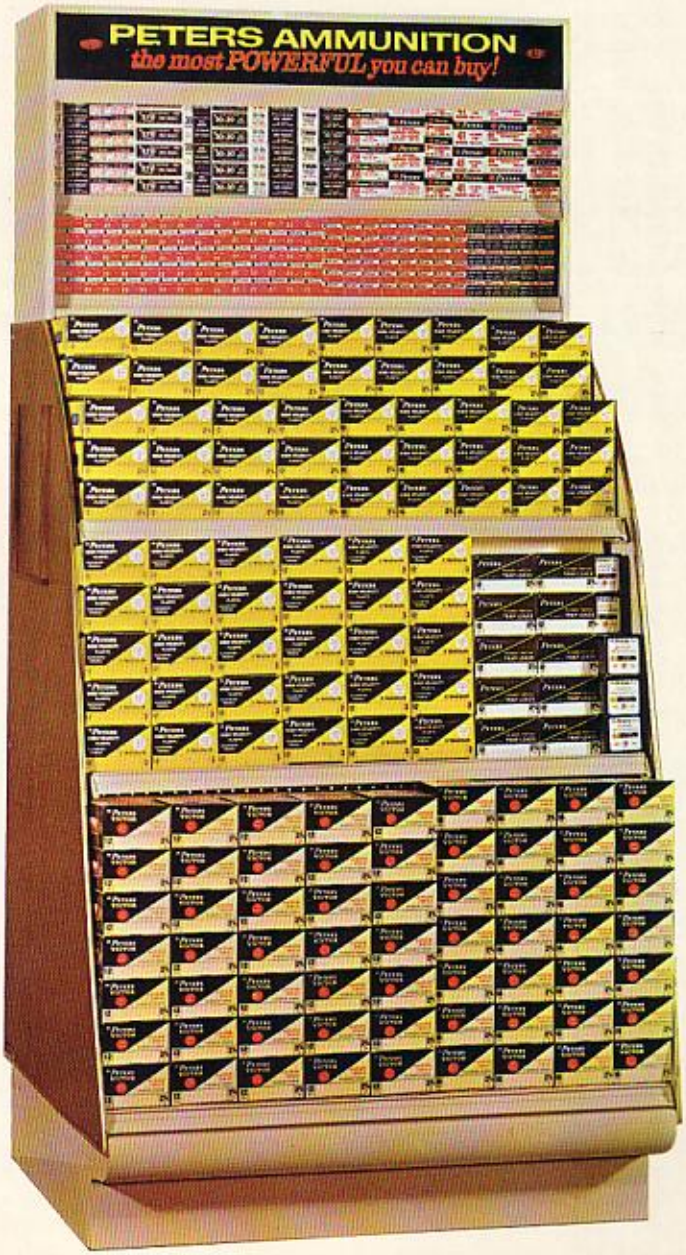
PETERS

DU PONT

Peters Cartridge Division
Remington Arms Company, Inc.
Bridgeport, Connecticut 06602

Form No. AP-14 • Printed in U.S.A.

Look what we did to the 39-case Peters Ammunition Selling Center:



We've given it a 16-case younger brother!

If there's a store fixture that's caught on faster than the Peters Ammunition Selling Center . . . we'd like to see it.

Thousands of dealers across the country can testify to the popularity of this remarkable breakthrough in ammunition merchandising.

Now we've made the Selling Center even more effective. We've made it in two convenient sizes.

And what a whale of a job they do. Attractively display your ammunition —shotgun shell, centerfire and 22. Let your customer do his own selecting (so you can devote your time to slower-moving items). Give amazing efficiency: Larger Center (74″ x 36″ x 24″) holds up to 39 cases in 6 square feet of floor space. Smaller Center (61″ x 24″ x 18″) holds up to 16 cases in just 3 square feet of floor space.

Want yours? Call your Peters wholesaler now. (If you're a Remington dealer, call your Remington wholesaler.)

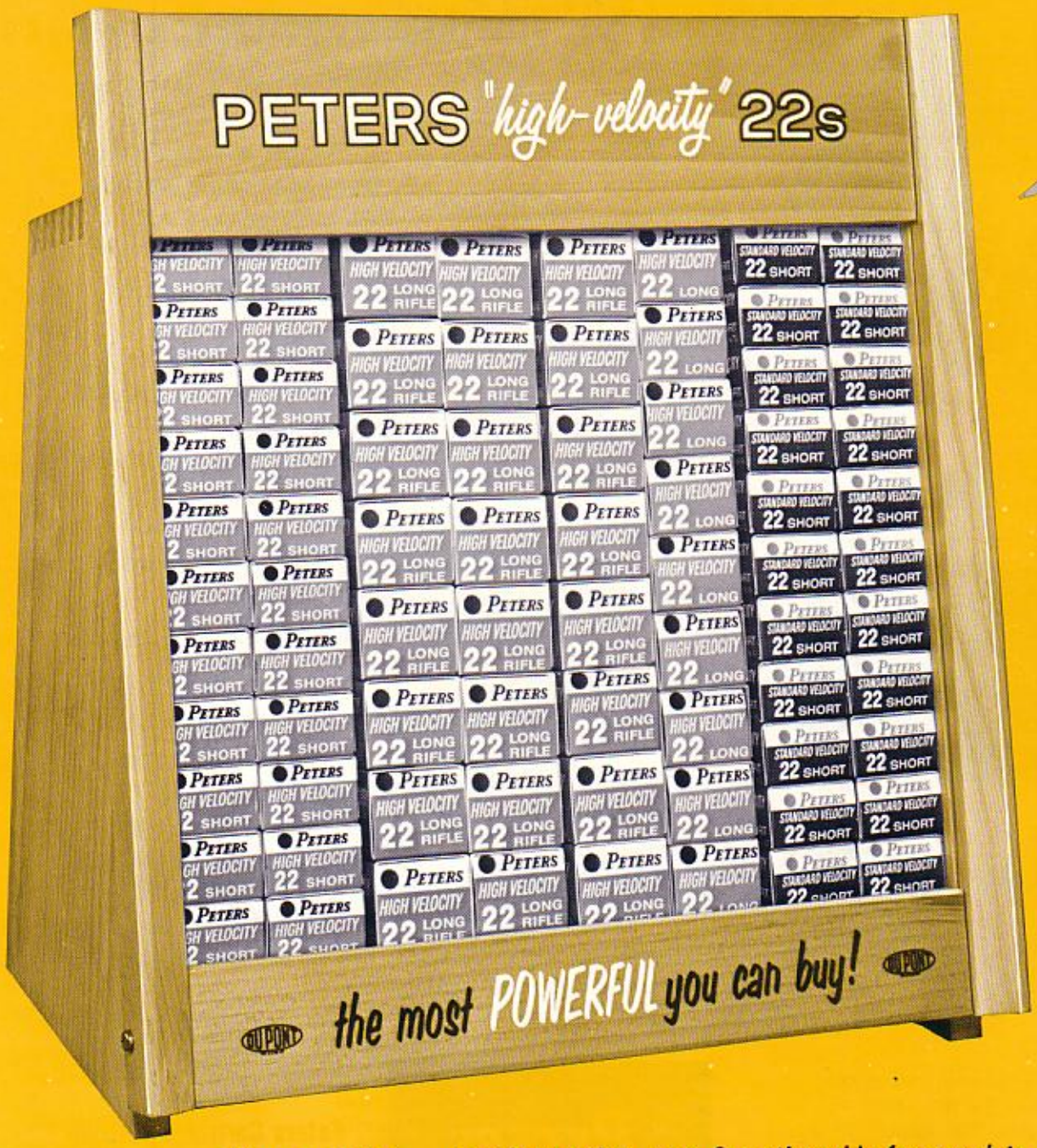
PETERS DU PONT

Form No. BP-24 Printed in U.S.A.

NEW VERSION OF A

favorite moneymaker

Wood-and-glass ammo merchandiser holds 3,500 cartridges, occupies only 72 square inches, keeps those fast-selling 22s up in front where shooters can eye 'em, buy 'em, try 'em . . . and come back for more.

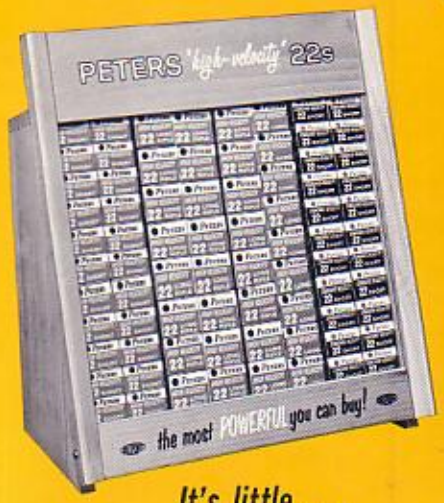


Always popular . . . now better than ever. See other side for complete details!

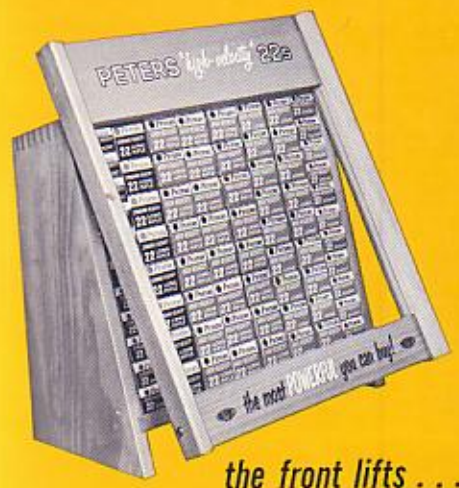
New from Peters to help you sell

Here's how to convert half a square foot of counter or shelf space into one of the hardest working spots in a store. Just fill this modern merchandiser with Peters 22s . . . and watch your rimfire ammo sales jump.

New display unit is a modern, better-made version of a favorite money-maker used to boost sales wherever ammo is sold. Look at these quality construction features.



It's little . . .



the front lifts . . .

and it locks!

Specially designed lock is operated from the rear. When lock is released, the slanting glass front opens easily for immediate customer servicing.

22 RIMFIRE AMMUNITION MERCHANDISER

CAPACITY	Holds 70 boxes of ammunition. Loads from the front — sells from the front.
CONSTRUCTION	Dove-tailed construction — natural finish, shellacked pine.
SIZE	Compact: 12″ wide, 6″ deep, 13¼″ high.
SAFE	Keeps ammo "back of the glass" where it's visible, easy to reach, yet safe.
EASY TO USE	Simple, finger-operated latch in rear locks and unlocks the glass front.
SHIPPING WEIGHT	Individually packed. Shipping wt. 3½ lbs.
INDEX NUMBER	Number 300 P

Helps you sell *more of the most powerful* ammunition 22 shooters can buy!

The right display at the right place in your store will get action at the point-of-purchase . . . will produce consumer reaction. Advertising creates buying impulses — but impulses fade into inaction unless they are re-awakened at point-of-purchase. A good display will remind the customer of that buying impulse . . . and will pull in many added sales.

PETERS
DU PONT

Peters Cartridge Division
Remington Arms Company, Inc.
Bridgeport, Connecticut 06602

Form No. BP-23 • Printed in U.S.A.